

Luis A. Frigo

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Objective	Actively seeking a Web management position where I can offer my creative and technical talents to leading the company's Internet and Intranet activities.
Critical Skills	<ul style="list-style-type: none">• Management of all aspects of the Intranet and Internet sites including development of Web applications to support sales and marketing and product development.• Experienced at leading teams cross-departmentally to ensure consistent Web site features and functionality.• Hands-on development of Internet technologies, Web content publishing, and user interface solutions.
General Skills	<p>Programming Languages: HTML, ASP/SQL, PERL/CGI, JavaScript, C/C++, UNIX</p> <p>Platforms: Solaris/SUN/SGI, PC/DOS/WINDOWS/NT, MAC/OS</p> <p>Applications: Homesite, Photoshop, Flash, Illustrator, QuarkXpress, StoryServer</p> <p>Foreign Languages: Fluent in Spanish, working knowledge of Italian and Portuguese</p>
Experience	<p>2000–2001 Silicon Energy, Alameda, CA Web Marketing Manager</p> <ul style="list-style-type: none">▪ Directed and managed the creative content and technical functionality of the company's internal and external Web sites (200+ pages) and three secure Web sites.▪ Designed (and redesigned bi-monthly) the look and feel and the content of the company's Web sites, which received 500+ visitors daily.▪ Designed and developed production and interactive tools, including the "California Energy Cost Calculator," to enhance visitors' experience and exposure to energy management solutions.▪ Developed database applications for the company's directory and calendar, a sales knowledge base, a lead tracker, and marketing research analysis tools to track and plot Web traffic activity and trends.▪ Developed and implemented Web design parameters, style guides, and visual standards for 25 employees posting information on the Web sites. <p>1999–2000 Charles Schwab, San Francisco, CA Web Production Manager</p> <ul style="list-style-type: none">▪ Managed a team of six developers to design content and QA functionality.▪ Implemented a program to automate and coordinate trouble-shooting efforts and bug tracking to solve job failures and systems challenges.▪ Recommended and integrate new technologies and workflow refinements to increase production efficiency.▪ Implemented training of new software and applications to increase team's productivity.▪ Managed and documented the communications between the business teams and the Web developers.▪ Worked with business teams to address functionality and future upgrades.

**Experience
(cont.)**

1996–1999 Silicon Graphics, Mountain View, CA

Web Site Manager for Latin America and Education Marketing

- Responsible for developing a Web marketing strategy based on business development needs for Latin American countries.
- Designed the look and feel and developed Web sites for Argentina, Brazil, and Mexico, thereby increasing overall traffic by 200% in one year.
- Led weekly meetings and managed a team of seven to develop and maintain an e-commerce site for Latin America that generated one million dollars' worth of systems sales per month.
- Designed and developed Web applications for marketing and administrative projects, including a resume builder used by 100+ applicants per month, a lead tracker that increased online business by 75%, a contact partner database, with 500+ contacts, and an online registration tool for 100+ applicants per quarter.
- Developed Web tools that collected and plotted sales results in terms of market, systems, and applications to project and maximize customer computer system needs.
- Provided Web training and support to global marketing groups, which developed content for the Web sites.
- Analyzed results, number of hits, and e-mail responses to determine direction for marketing campaigns.

1995–1996 Silicon Graphics, San Ramon, CA

Systems Support Engineer (Intern)

- Provided system administration and configuration to support a team of thirty.
- Managed a service program that automated and simplified demo uploads.
- Designed scripts for testing systems performance, which included analyzing the team's hard drive usage to increase productivity and generate e-mail alert.
- Configured and set up five SGI UNIX systems for client demonstrations per week.

1990–1995 University of San Francisco, San Francisco, CA

Physics Research Assistant/Lab Instructor

- Worked with a team of five scientists under grants from NASA designing experiments to measure cosmic radiation aboard the shuttles and MIR Space Station.
- Trained and managed ten students in the use of an image analyzer system.
- Designed original programs in C++ to analyze and plot data.
- Co-authored professional publications in *Measurement and Radiation* journal.
- Taught the Physics Lab to students and reviewed and graded lab reports.

Education

1985-1991 University of San Francisco, San Francisco, CA

BS Physics Electronics with Minor in Computer Science.

References

Upon Request.